



CooperVision™  
Live Brightly.



MiSight® 1 day – The worlds first one-day soft contact lens proven to slow myopia progression by 59% in children.

2018-02-07 10:12 CET

## Myopia Management – MiSight®

**MiSight® 1 day contact lenses** – proven to help slow down short-sightedness in children.

### What is short-sightedness?

Short-sightedness, also called myopia, typically happens because the eyeballs are too long and causes blurry distance vision. It usually starts around 8-12 years old and continues to get progressively worse until the child stops growing. The younger a child is when they first become short-sighted, the worse their prescription is likely to become. Most children who become short-

sighted at a young age are often totally reliant on glasses to see by the time they have stopped growing.

Being reliant on glasses to see well leads to greater challenges in many aspects of everyday life – especially when growing up. Later in life, short-sightedness can lead to eye health and vision issues; the more short-sighted you are, the greater these risks become.<sup>1</sup> That's why it's really important to look at ways to slow down the speed at which short-sightedness progresses.

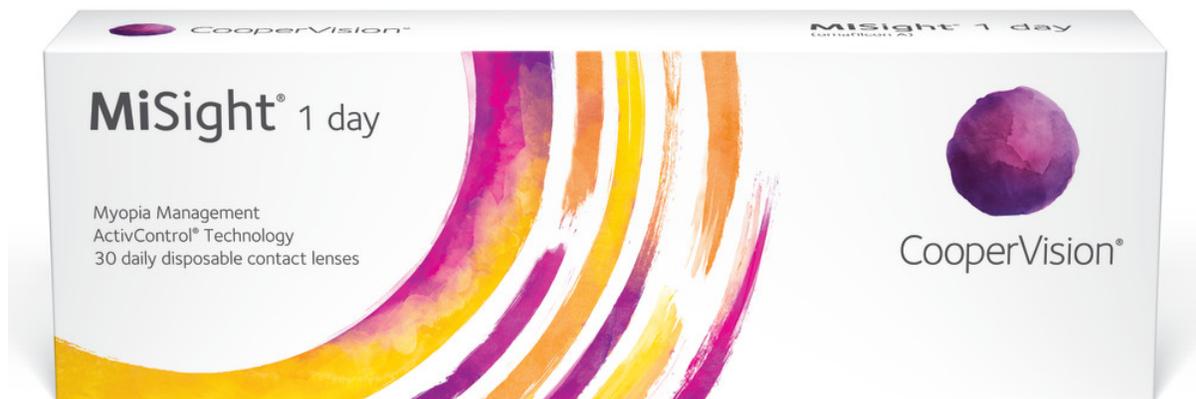
### **Is there anything I can do?**

Regular eye examinations are essential for children to make sure that they are seeing as well as possible and we can discuss strategies to reduce the risk of becoming short-sighted.

If your child is already short-sighted, you may have already experienced the need to change the prescription regularly leading to stronger glasses. Updating the glasses prescription helps with vision but does nothing to slow the speed at which the prescription changes as the eyeball continues to grow.

### **Introducing MiSight® 1 day contact lenses.**

MiSight® 1 day contact lenses have been specifically designed to help slow down the speed at which short-sightedness develops. They look and feel like ordinary one day soft contact lenses but they have a very different optical design called ActivControl™ Technology. In fact, clinical studies with MiSight® 1 day show that the speed of short-sightedness progression is slowed down by more than half compared to ordinary vision correction.<sup>2\*</sup> This means they may be less reliant on glasses but most importantly, the risk of future eye health problems is reduced.



---

CooperVision er en af verdens største producenter af kontaktlinser.

Med produkter som sælges i mere end 100 lande over hele verden forbedrer CooperVision menneskers syn – fra Kina til Europa, og fra Afrika til Nord- og Sydamerika.

CooperVision er bevidste om, at der ikke findes to øjne, to dage eller to kunder, som er ens. Derfor vil CooperVision tilbud mennesker af kontaktlinser af højeste kvalitet – uanset om det drejer sig om standardlinser eller speciallinser.

CooperVision tror på at samarbejde og ved at lytte til andre, kan opnå meget mere i optikerbranchen og til øjens sundhed.

## Kontaktpersoner



### **Kristian Alexandersson**

Pressekontakt

Head of Marketing Nordic

Nordic market

[kalexandersson@coopervision.se](mailto:kalexandersson@coopervision.se)

+46 (0)737 010 695